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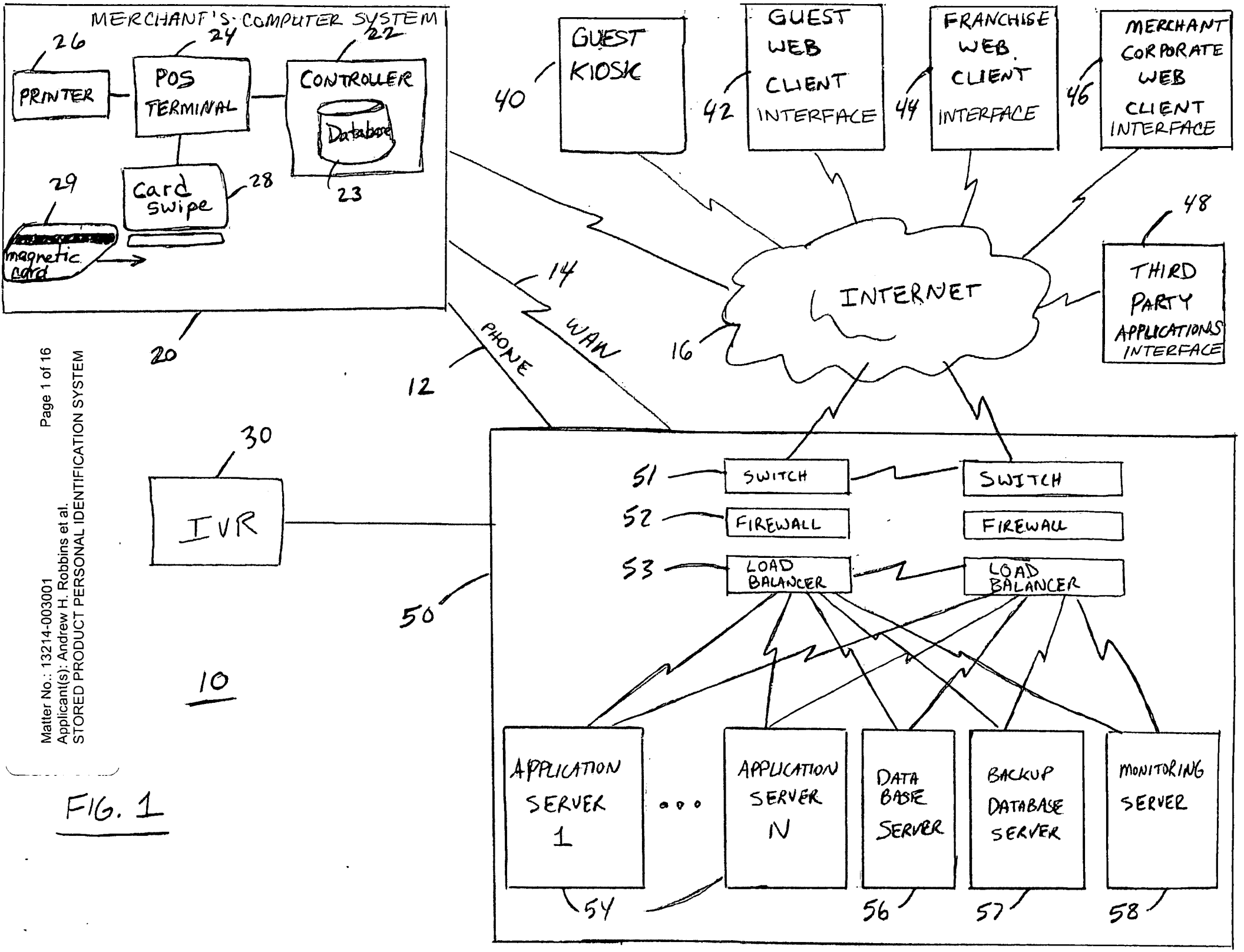

FIG. 1

Page 1 of 16

Matter No.: 13214-003001
Applicant(s): Andrew H. Robbins et al.
STORED PRODUCT PERSONAL IDENTIFICATION SYSTEM

230

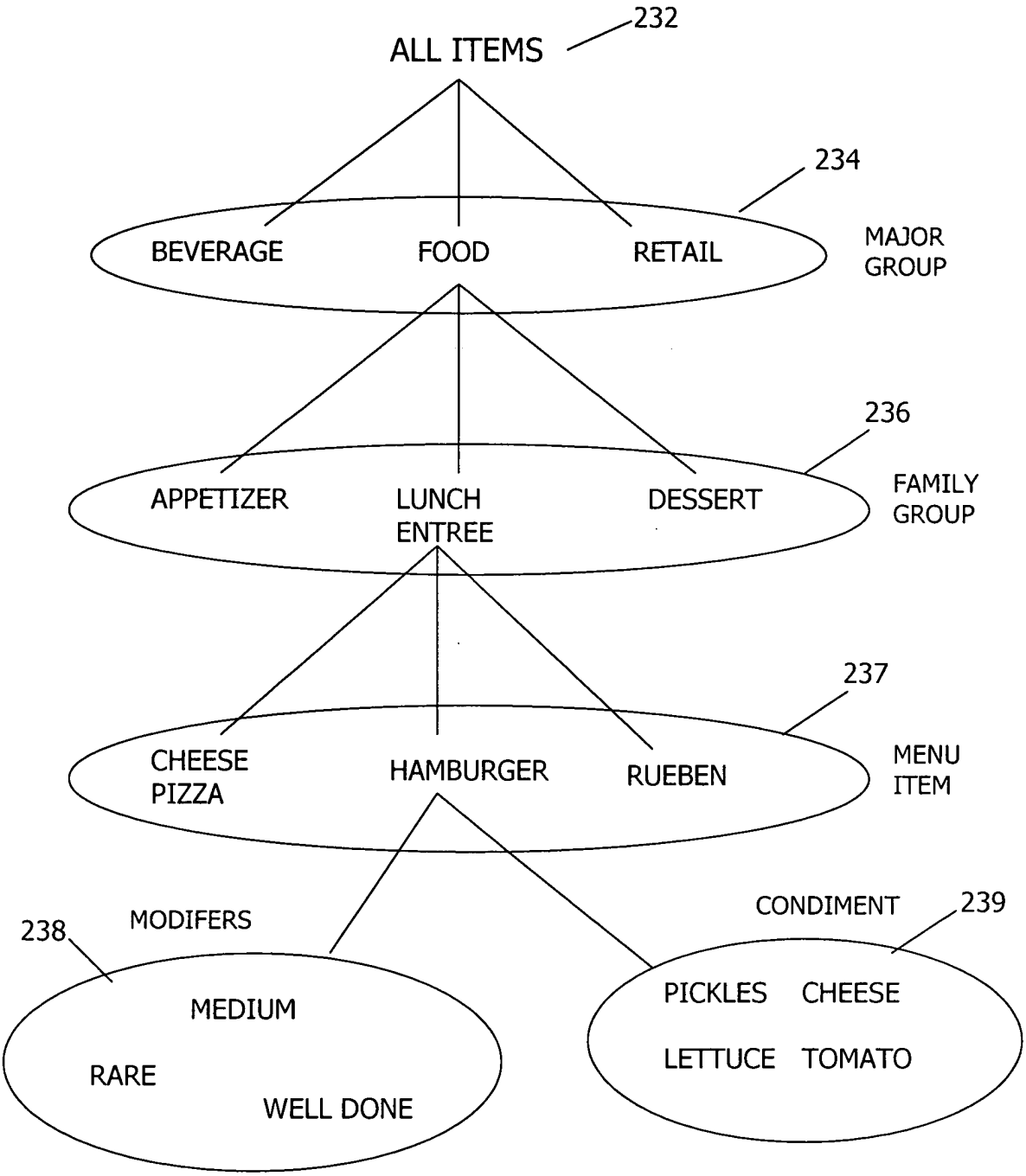
ALL ITEMS
232
234
BEVERAGE
FOOD
RETAIL
MAJOR GROUP
236
APPETIZER
LUNCH ENTREE
DESSERT
FAMILY GROUP
237
CHEESE PIZZA
HAMBURGER
RUEBEN
MENU ITEM
238
MODIFERS
MEDIUM
RARE
WELL DONE
CONDIMENT
239
PICKLES
CHEESE
LETTUCE
TOMATO

FIG. 2

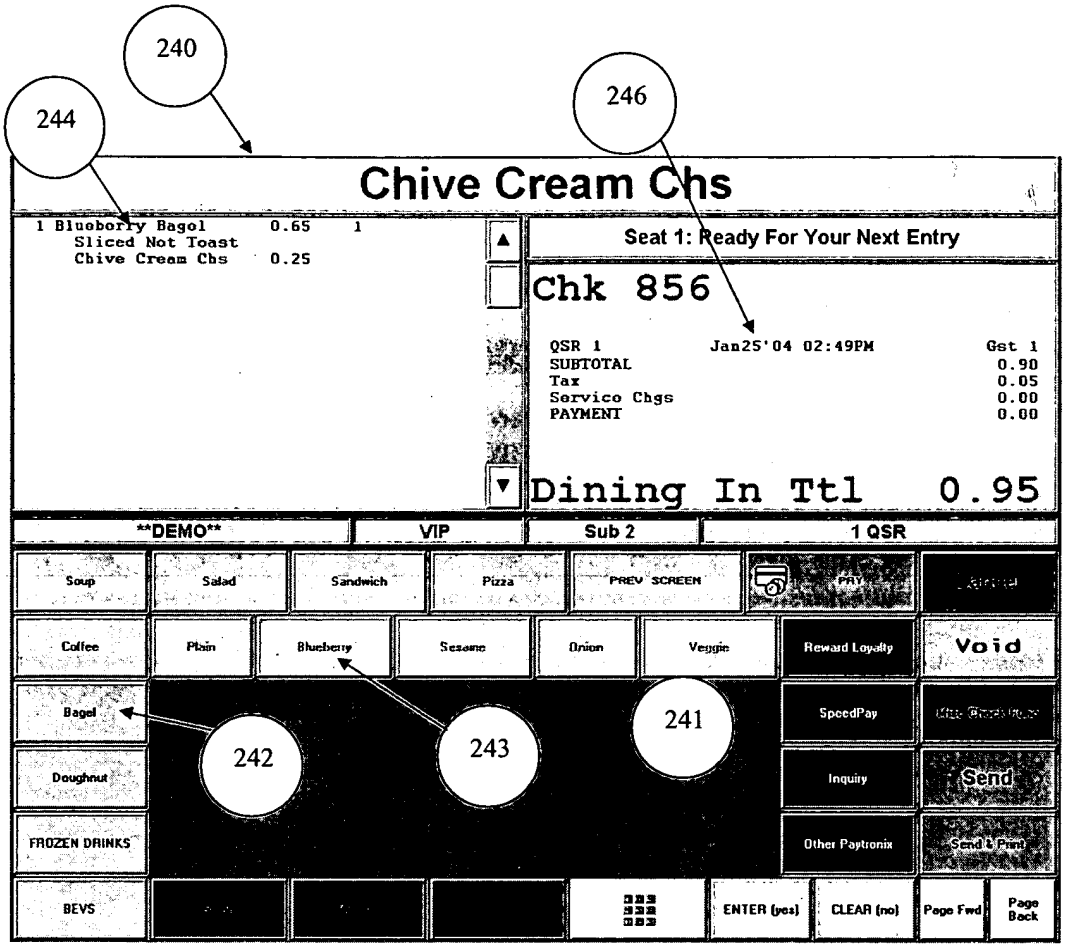
240
244
246
Chive Cream Chs
1 Blueberry Bagel 0.65 1
Sliced Not Toast
Chive Cream Chs 0.25
Seat 1: Ready For Your Next Entry
Chk 856
QSR 1 Jan25'04 02:49PM Gst 1
SUBTOTAL 0.90
Tax 0.05
Service Chgs 0.00
PAYMENT 0.00
Dining In Ttl 0.95
DEMO
VIP
Sub 2
1 QSR
Soup
Salad
Sandwich
Pizza
PREV SCREEN
Coffee
Plain
Blueberry
Sesame
Onion
Veggie
Reward Loyalty
Void
Bagel
Doughnut
FROZEN DRINKS
BEVS
242
243
241
SpeedPay
Inquiry
Send
Other Paytronix
ENTER (yes)
CLEAR (no)
Page Fwd
Page Back

FIG. 3

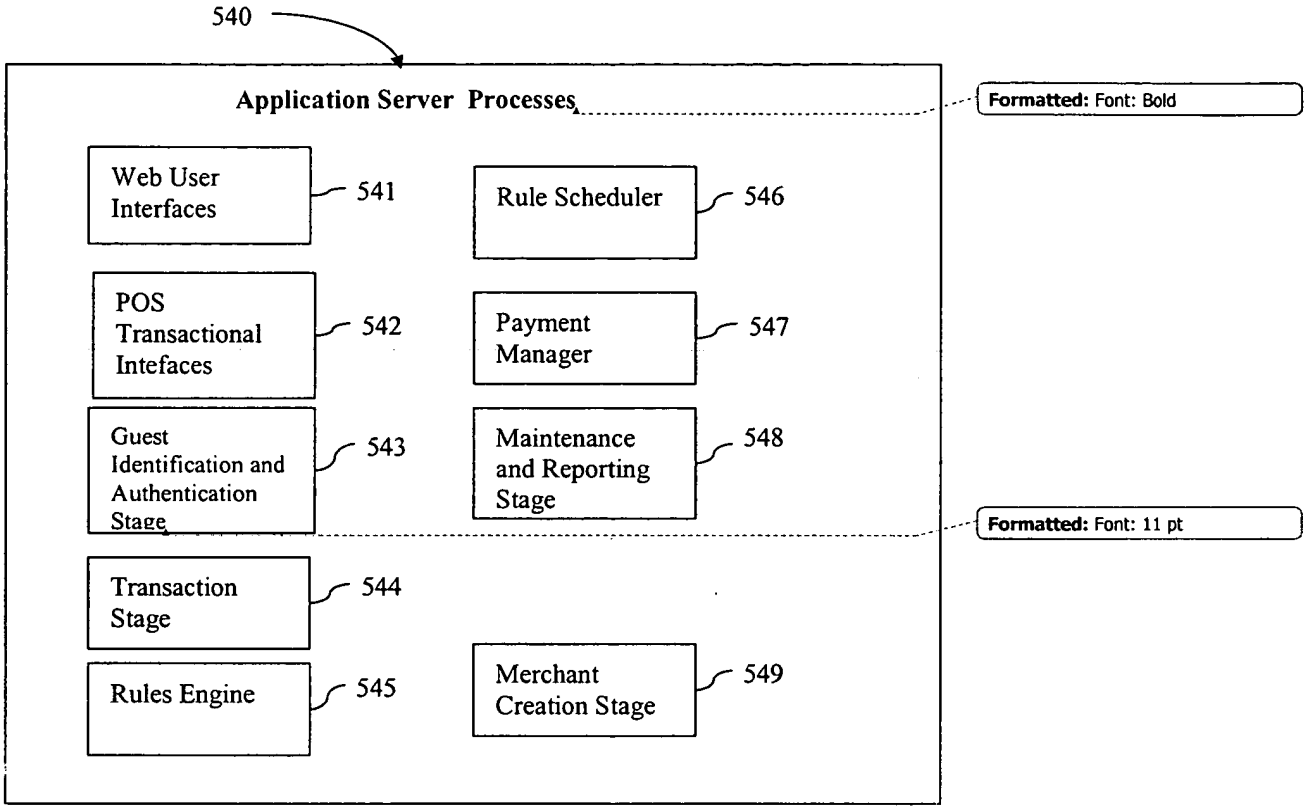

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FIG 4

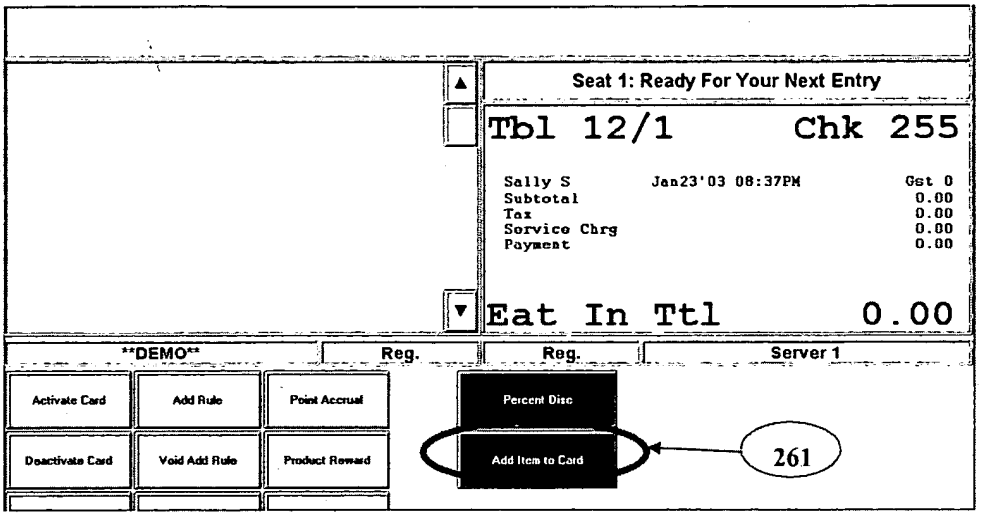
Seat 1: Ready For Your Next Entry
Tbl 12/1
Chk 255
Sally S
Jan23'03 08:37PM
Gst 0
Subtotal 0.00
Tax 0.00
Service Chrg 0.00
Payment 0.00
Eat In Ttl 0.00
DEMO
Reg.
Reg.
Server 1
Activate Card
Add Rule
Point Accrual
Deactivate Card
Void Add Rule
Product Reward
Percent Disc
Add Item to Card
261

FIG. 5

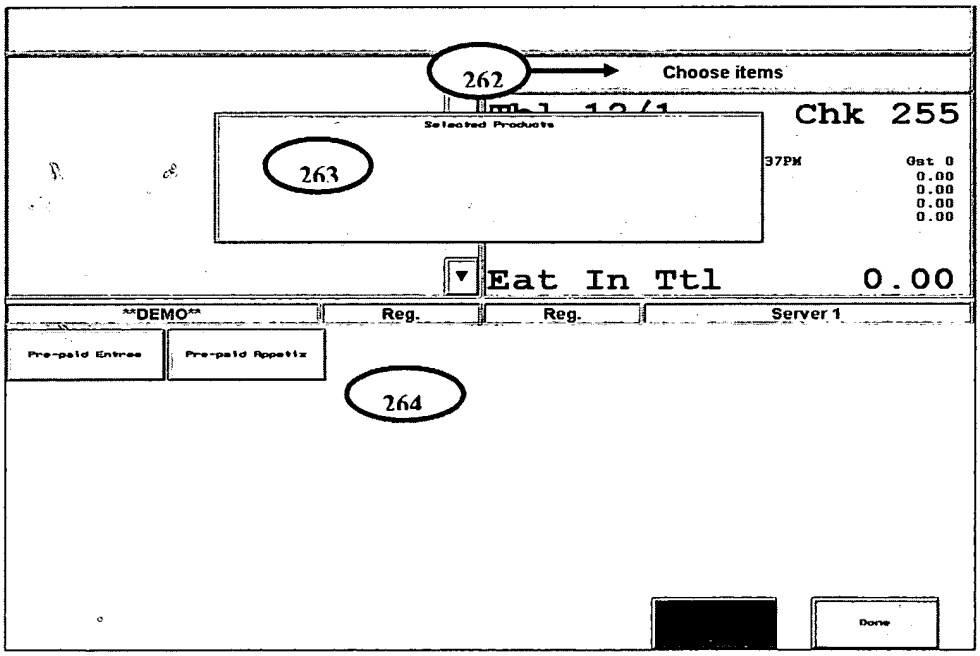
262
Choose items
Chk 255
Selected Products
263
37PM
Gst 0
0.00
0.00
0.00
0.00
Eat In Ttl 0.00
DEMO
Reg.
Reg.
Server 1
Pre-paid Entree
Pre-paid Appetiz
264
Done

FIG. 6

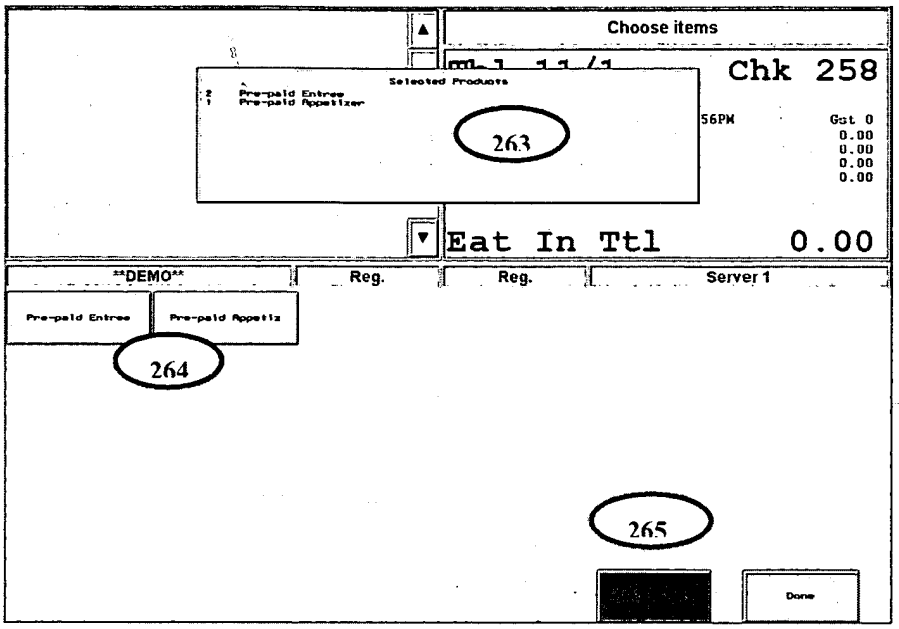
Choose items
Chk 258
Selected Products
2 Pre-paid Entree
1 Pre-paid Appetizer
263
56PM
Gst 0
0.00
0.00
0.00
0.00
Eat In Ttl 0.00
DEMO
Reg.
Reg.
Server 1
Pre-paid Entree
Pre-paid Appetiz
264
265
Done

FIG. 7

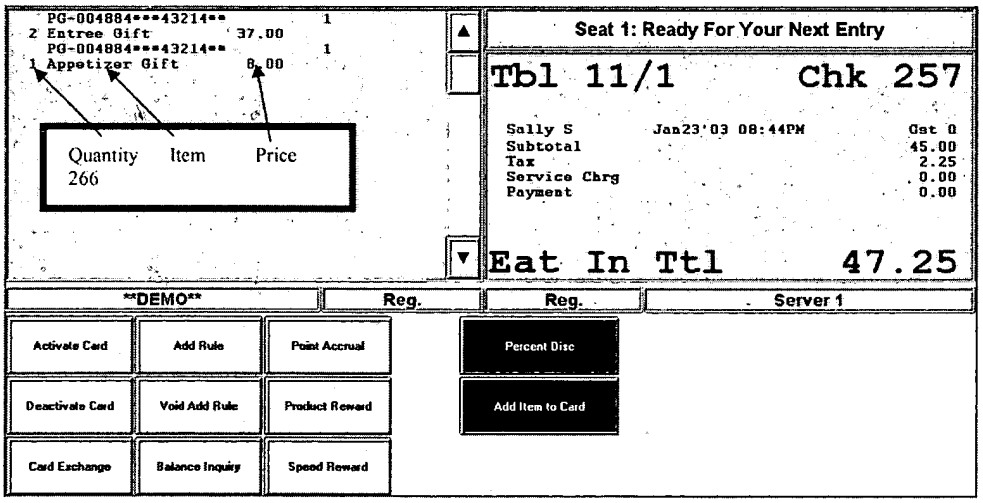
PG-004884***43214** 1
2 Entree Gift 37.00
PG-004884***43214** 1
1 Appetizer Gift 8.00
Quantity Item Price
266
Seat 1: Ready For Your Next Entry
Tbl 11/1 Chk 257
Sally S Jan23'03 08:44PM Gst 0
Subtotal 45.00
Tax 2.25
Service Chrg 0.00
Payment 0.00
Eat In Ttl 47.25
DEMO
Reg.
Reg.
Server 1
Activate Card
Add Rule
Point Accrual
Deactivate Card
Void Add Rule
Product Reward
Card Exchange
Balance Inquiry
Speed Reward
Percent Disc
Add Item to Card

FIG. 8

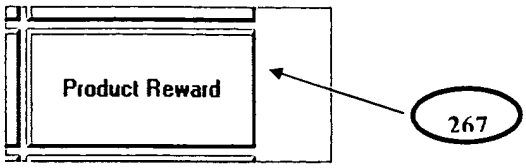
Product Reward
267

FIG. 9

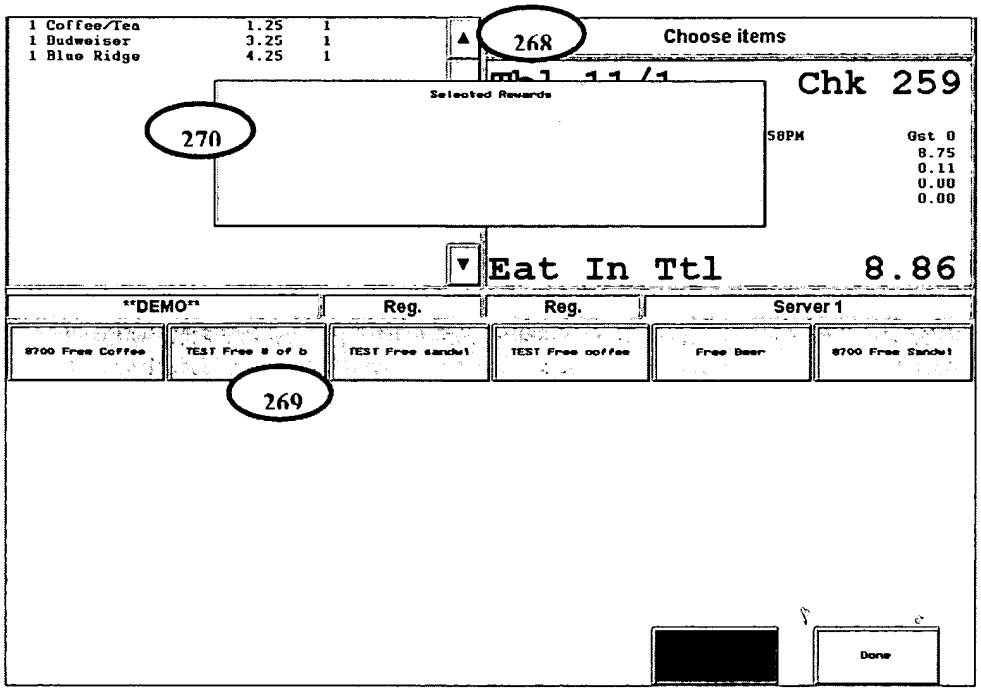
1 Coffee/Tea 1.25 1
1 Budweiser 3.25 1
1 Blue Ridge 4.25 1
268
Choose items
Chk 259
Selected Rewards
270
58PM
Gst 0
8.75
0.11
0.00
0.00
Eat In Ttl 8.86
DEMO
Reg.
Reg.
Server 1
$700 Free Coffee
TEST Free $ of b
TEST Free sandwi
TEST Free coffee
Free Beer
$700 Free Sandwi
269
Done

FIG. 10

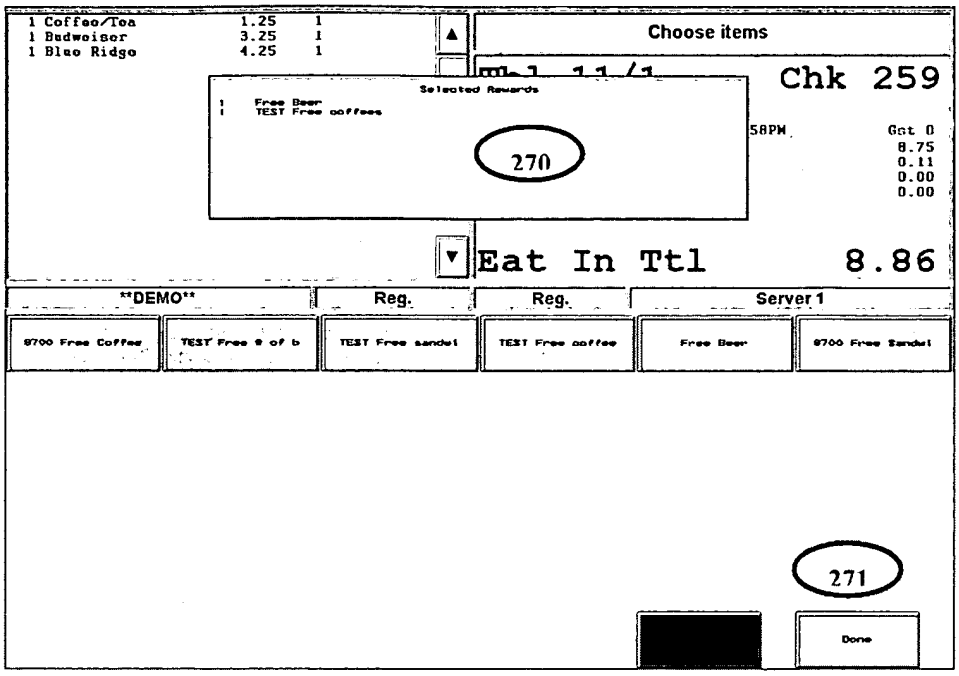
1 Coffee/Tea 1.25 1
1 Budweiser 3.25 1
1 Blue Ridge 4.25 1
Choose items
Chk 259
Selected Rewards
1 Free Beer
1 TEST Free coffees
270
58PM
Gst 0
8.75
0.11
0.00
0.00
Eat In Ttl 8.86
DEMO
Reg.
Reg.
Server 1
9700 Free Coffee
TEST Free 9 of 5
TEST Free sandwi
TEST Free coffee
Free Beer
9700 Free Sandwi
271
Done

FIG. 11

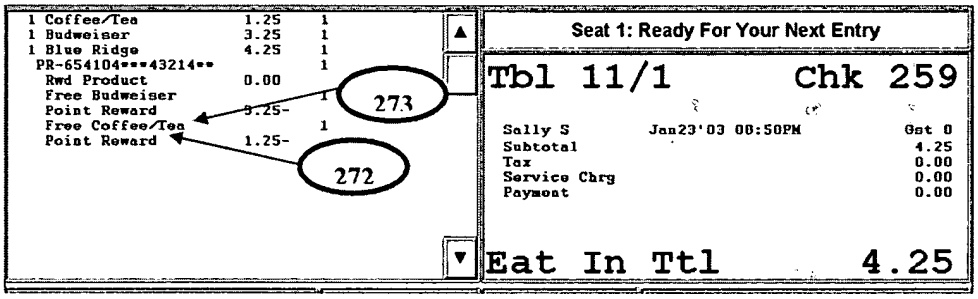
1 Coffee/Tea 1.25 1
1 Budweiser 3.25 1
1 Blue Ridge 4.25 1
PR-654104***43214**
Rwd Product 0.00 1
Free Budweiser 1
Point Reward 5.25- 1
Free Coffee/Tea 1
Point Reward 1.25-
273
272
Seat 1: Ready For Your Next Entry
Tbl 11/1
Chk 259
Sally S
Jan23'03 00:50PM
Gst 0
Subtotal 4.25
Tax 0.00
Service Chrg 0.00
Payment 0.00
Eat In Ttl 4.25

FIG. 12

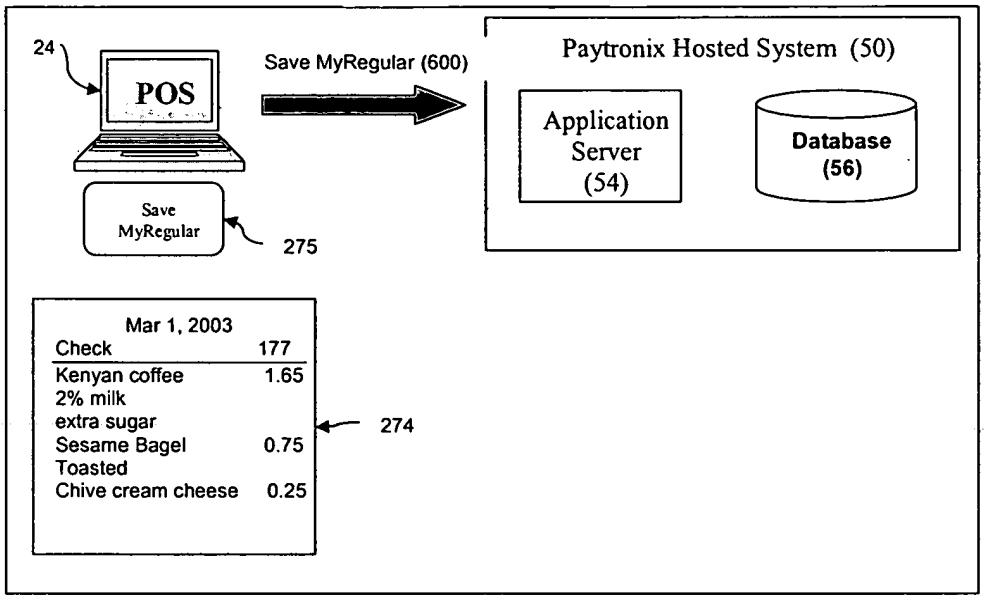
24
POS
Save MyRegular (600)
Paytronix Hosted System (50)
Application Server (54)
Database (56)
Save MyRegular
275
Mar 1, 2003
Check 177
Kenyan coffee 1.65
2% milk
extra sugar
Sesame Bagel 0.75
Toasted
Chive cream cheese 0.25
274

FIG 13

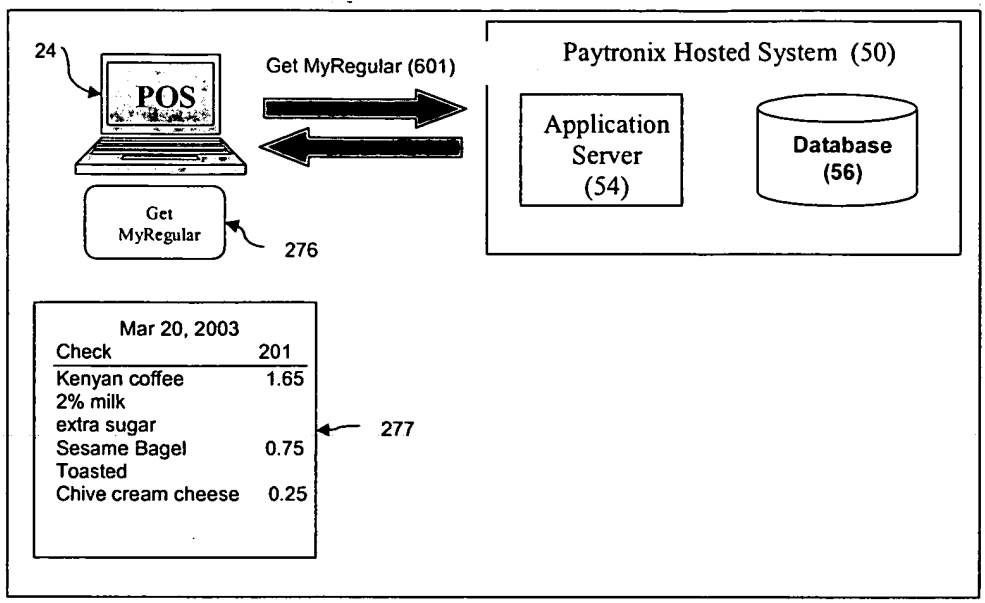
24
POS
Get MyRegular (601)
Paytronix Hosted System (50)
Application Server (54)
Database (56)
Get MyRegular
276
Mar 20, 2003
Check 201
Kenyan coffee 1.65
2% milk
extra sugar
Sesame Bagel 0.75
Toasted
Chive cream cheese 0.25
277

FIG 14

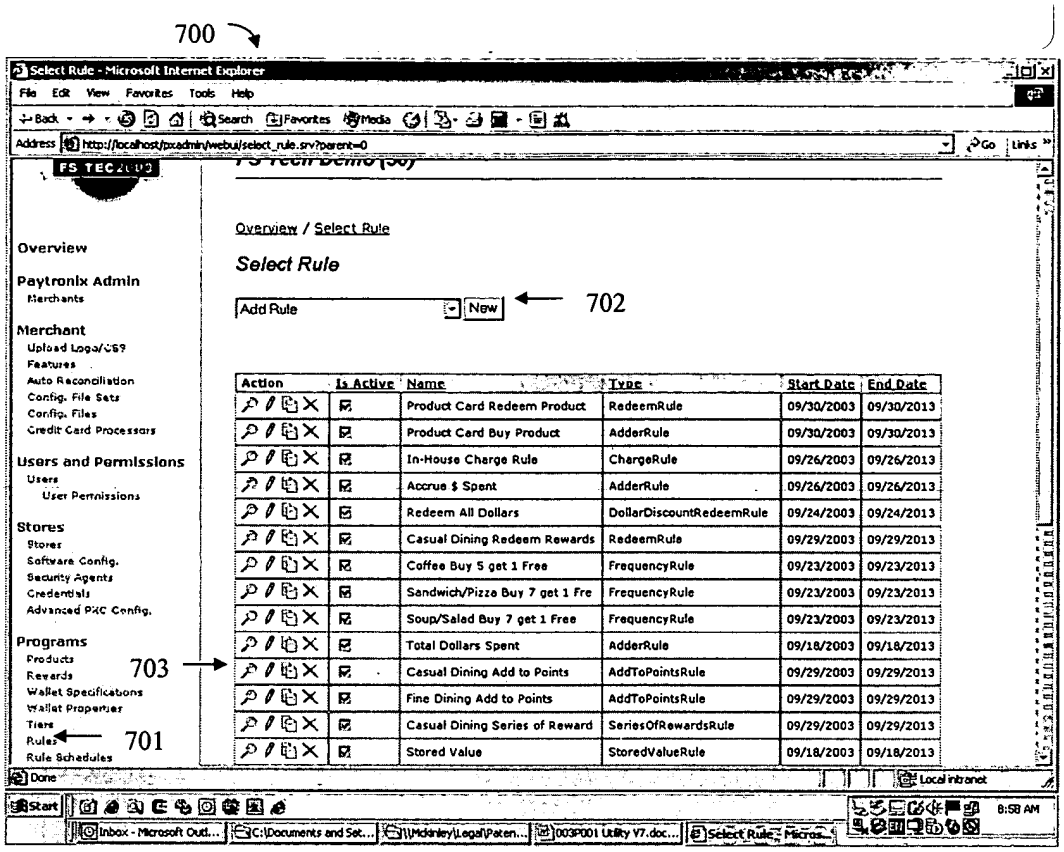
700
Select Rule - Microsoft Internet Explorer
Overview / Select Rule
Select Rule
Add Rule
New
702
Overview
Paytronix Admin
Merchants
Merchant
Upload Logo/CSS
Features
Auto Reconciliation
Config. File Sets
Config. Files
Credit Card Processors
Users and Permissions
Users
User Permissions
Stores
Stores
Software Config.
Security Agents
Credentials
Advanced PXC Config.
Programs
Products
Rewards
Wallet Specifications
Wallet Properties
Tiers
Rules
Rule Schedules
703
701
Action
Is Active
Name
Type
Start Date
End Date
Product Card Redeem Product
RedeemRule
09/30/2003
09/30/2013
Product Card Buy Product
AdderRule
09/30/2003
09/30/2013
In-House Charge Rule
ChargeRule
09/26/2003
09/26/2013
Accrue $ Spent
AdderRule
09/26/2003
09/26/2013
Redeem All Dollars
DollarDiscountRedeemRule
09/24/2003
09/24/2013
Casual Dining Redeem Rewards
RedeemRule
09/29/2003
09/29/2013
Coffee Buy 5 get 1 Free
FrequencyRule
09/23/2003
09/23/2013
Sandwich/Pizza Buy 7 get 1 Fre
FrequencyRule
09/23/2003
09/23/2013
Soup/Salad Buy 7 get 1 Free
FrequencyRule
09/23/2003
09/23/2013
Total Dollars Spent
AdderRule
09/18/2003
09/18/2013
Casual Dining Add to Points
AddToPointsRule
09/29/2003
09/29/2013
Fine Dining Add to Points
AddToPointsRule
09/29/2003
09/29/2013
Casual Dining Series of Reward
SeriesOfRewardsRule
09/29/2003
09/29/2013
Stored Value
StoredValueRule
09/18/2003
09/18/2013
Done
Local intranet
Start
8:58 AM

FIG 15

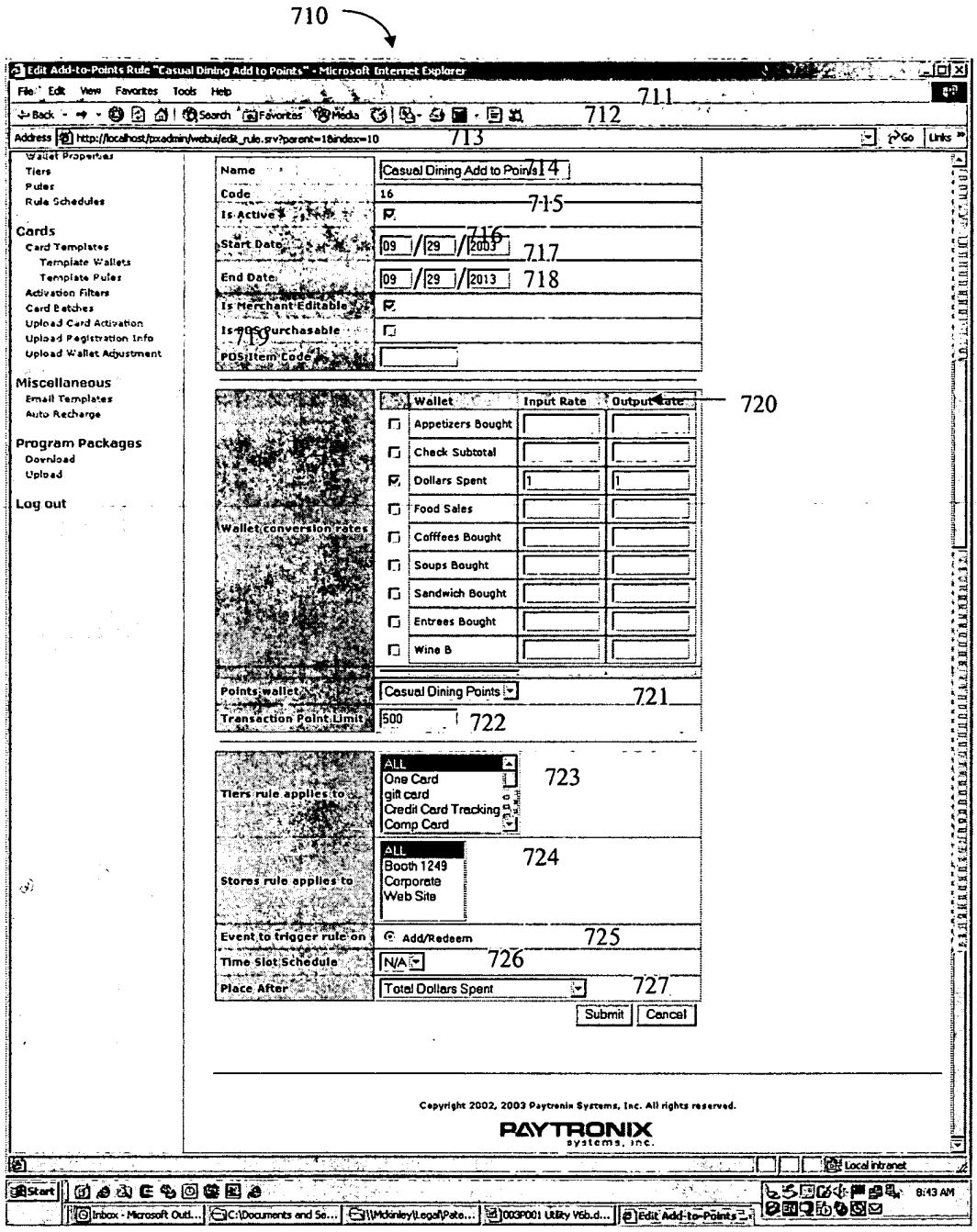
710
Edit Add-to-Points Rule "Casual Dining Add to Points" - Microsoft Internet Explorer
711
712
713
714
715
716
717
718
719
720
721
722
723
724
725
726
727
Wallet Properties
Tiers
Rules
Rule Schedules
Cards
Card Templates
Template Wallets
Template Rules
Activation Filters
Card Batches
Upload Card Activation
Upload Registration Info
Upload Wallet Adjustment
Miscellaneous
Email Templates
Auto Recharge
Program Packages
Download
Upload
Log out
Name
Casual Dining Add to Points
Code
16
Is Active
Start Date
09 / 29 / 2003
End Date
09 / 29 / 2013
Is Merchant Editable
Is POS Purchasable
POS Item Code
Wallet
Input Rate
Output Rate
Appetizers Bought
Check Subtotal
Dollars Spent
Food Sales
Cofffees Bought
Soups Bought
Sandwich Bought
Entrees Bought
Wine B
Wallet conversion rates
Points wallet
Casual Dining Points
Transaction Point Limit
500
Tiers rule applies to
ALL
One Card
gift card
Credit Card Tracking
Comp Card
Stores rule applies to
ALL
Booth 1249
Corporate
Web Site
Event to trigger rule on
Add/Redeem
Time Slot Schedule
N/A
Place After
Total Dollars Spent
Submit
Cancel
Copyright 2002, 2003 Paytronix Systems, Inc. All rights reserved.
PAYTRONIX
systems, inc.
Local intranet
Start
8:43 AM

FIG. 16

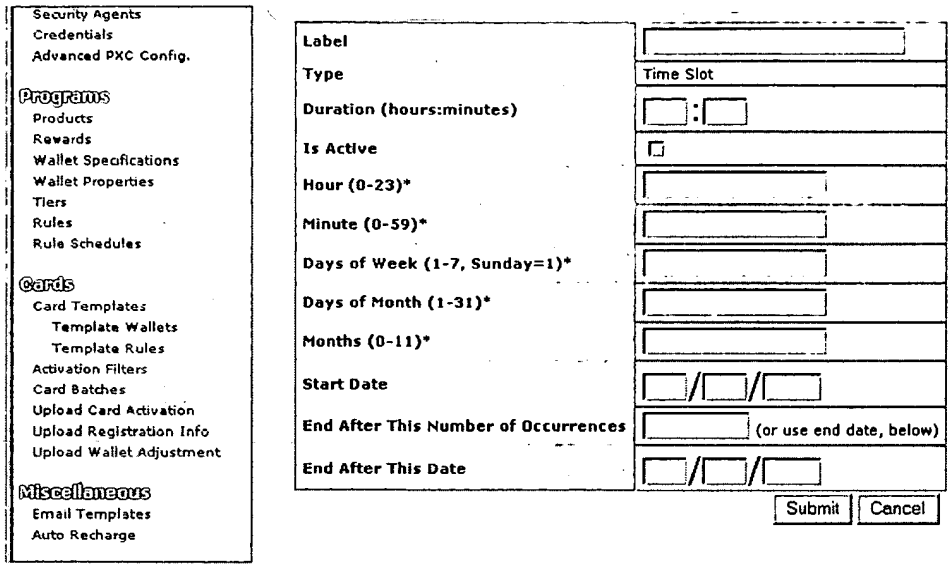
Security Agents
Credentials
Advanced PXC Config.
Programs
Products
Rewards
Wallet Specifications
Wallet Properties
Tiers
Rules
Rule Schedules
Cards
Card Templates
Template Wallets
Template Rules
Activation Filters
Card Batches
Upload Card Activation
Upload Registration Info
Upload Wallet Adjustment
Miscellaneous
Email Templates
Auto Recharge
Label
Type
Time Slot
Duration (hours:minutes)
Is Active
Hour (0-23)*
Minute (0-59)*
Days of Week (1-7, Sunday=1)*
Days of Month (1-31)*
Months (0-11)*
Start Date
End After This Number of Occurrences
(or use end date, below)
End After This Date
Submit
Cancel

FIG 17

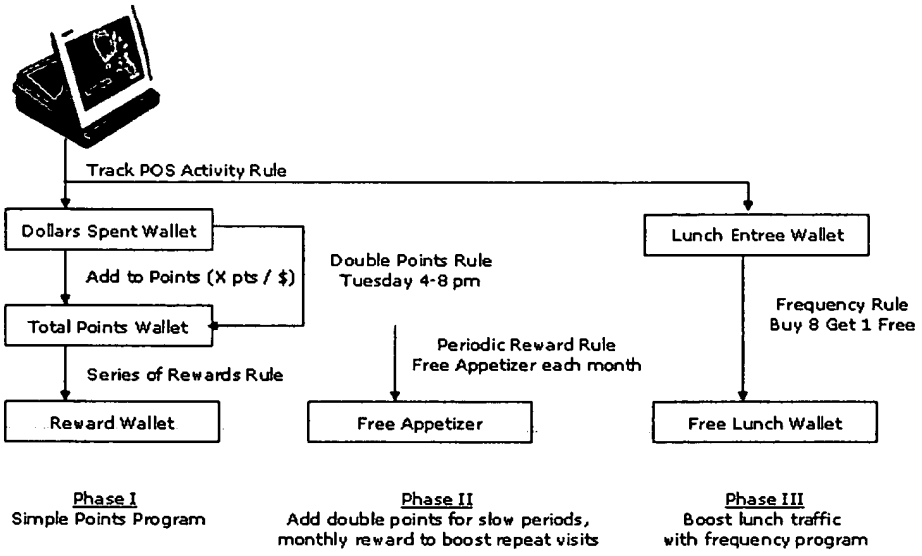
Track POS Activity Rule
Dollars Spent Wallet
Add to Points (X pts / $)
Total Points Wallet
Series of Rewards Rule
Reward Wallet
Double Points Rule
Tuesday 4-8 pm
Periodic Reward Rule
Free Appetizer each month
Free Appetizer
Lunch Entree Wallet
Frequency Rule
Buy 8 Get 1 Free
Free Lunch Wallet
Phase I
Simple Points Program
Phase II
Add double points for slow periods, monthly reward to boost repeat visits
Phase III
Boost lunch traffic with frequency program

FIG 18

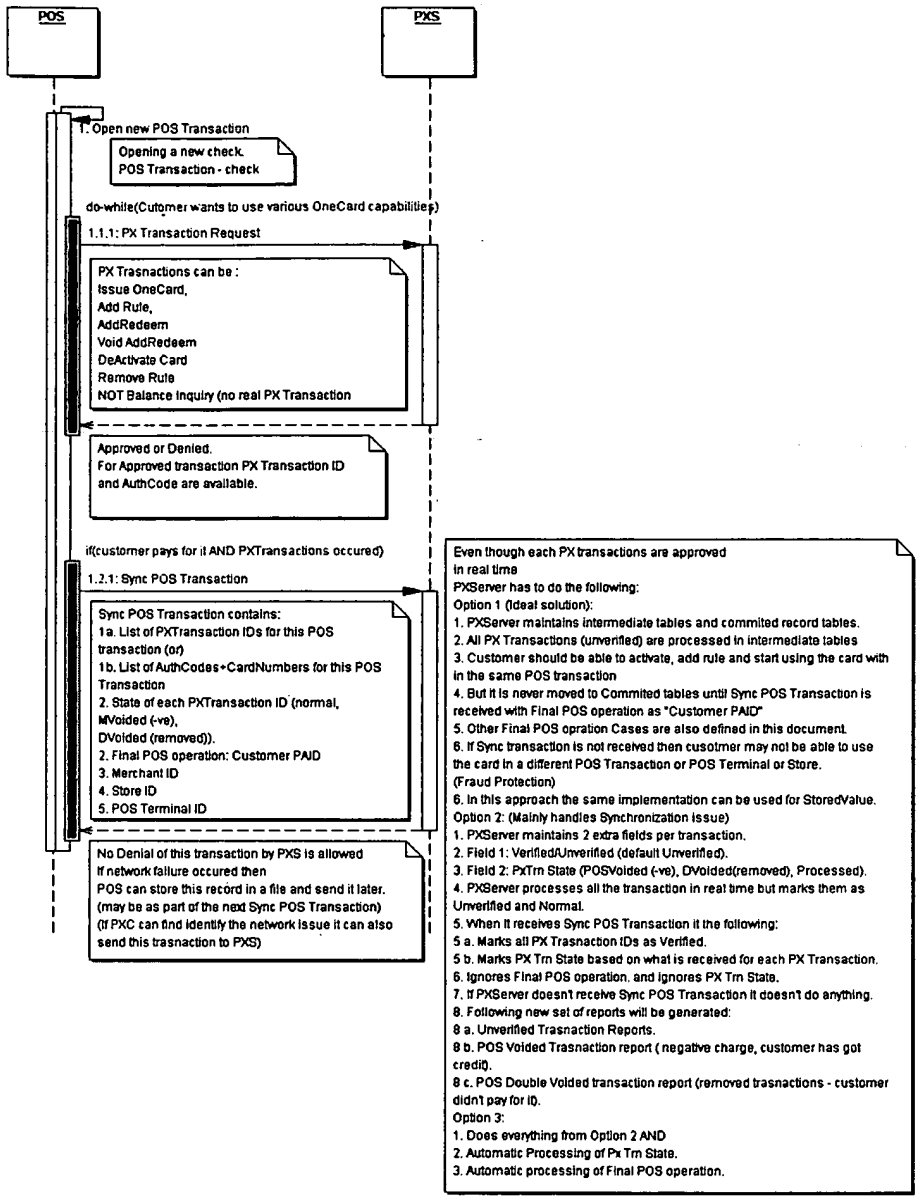
POS
PXS
1. Open new POS Transaction
Opening a new check.
POS Transaction - check
do-while(Cutomer wants to use various OneCard capabilities)
1.1.1: PX Transaction Request
PX Trasnactions can be :
Issue OneCard,
Add Rule,
AddRedeem
Void AddRedeem
DeActivate Card
Remove Rule
NOT Balance Inquiry (no real PX Transaction
Approved or Denied.
For Approved transaction PX Transaction ID
and AuthCode are available.
if(customer pays for it AND PXTransactions occured)
1.2.1: Sync POS Transaction
Sync POS Transaction contains:
1a. List of PXTransaction IDs for this POS
transaction (or)
1b. List of AuthCodes+CardNumbers for this POS
Transaction
2. State of each PXTransaction ID (normal,
MVoided (-ve),
DVoided (removed)).
2. Final POS operation: Customer PAID
3. Merchant ID
4. Store ID
5. POS Terminal ID
No Denial of this transaction by PXS is allowed
If network failure occured then
POS can store this record in a file and send it later.
(may be as part of the next Sync POS Transaction)
(If PXC can find identify the network issue it can also
send this trasnaction to PXS)
Even though each PX transactions are approved
in real time
PXServer has to do the following:
Option 1 (Ideal solution):
1. PXServer maintains intermediate tables and commited record tables.
2. All PX Transactions (unverified) are processed in intermediate tables
3. Customer should be able to activate, add rule and start using the card with
in the same POS transaction
4. But it is never moved to Commited tables until Sync POS Transaction is
received with Final POS operation as "Customer PAID"
5. Other Final POS opration Cases are also defined in this document.
6. If Sync transaction is not received then cusotmer may not be able to use
the card in a different POS Transaction or POS Terminal or Store.
(Fraud Protection)
6. In this approach the same implementation can be used for StoredValue.
Option 2: (Mainly handles Synchronization issue)
1. PXServer maintains 2 extra fields per transaction.
2. Field 1: Verified/Unverified (default Unverified).
3. Field 2: PxTrn State (POSVoided (-ve), DVoided(removed), Processed).
4. PXServer processes all the transaction in real time but marks them as
Unverified and Normal.
5. When it receives Sync POS Transaction it the following:
5 a. Marks all PX Trasnaction IDs as Verified.
5 b. Marks PX Trn State based on what is received for each PX Transaction.
6. Ignores Final POS operation, and ignores PX Trn State.
7. If PXServer doesn't receive Sync POS Transaction it doesn't do anything.
8. Following new set of reports will be generated:
8 a. Unverified Trasnaction Reports.
8 b. POS Voided Trasnaction report (negative charge, customer has got
credit).
8 c. POS Double Voided transaction report (removed trasnactions - customer
didn't pay for it).
Option 3:
1. Does everything from Option 2 AND
2. Automatic Processing of Px Trn State.
3. Automatic processing of Final POS operation.

FIG. 19

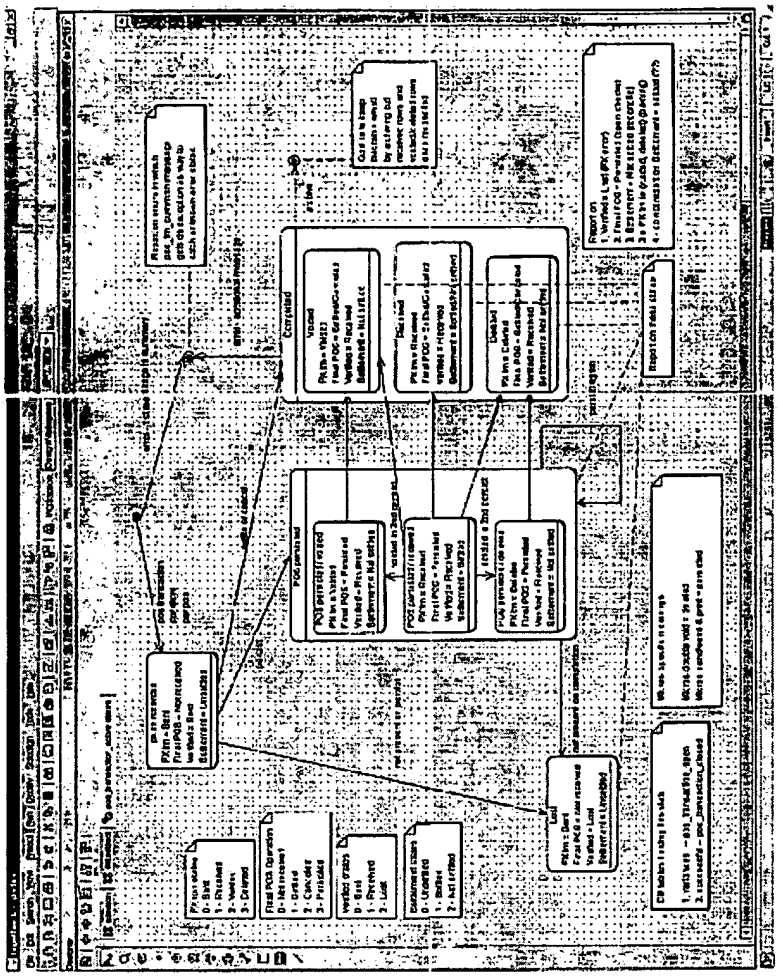

FIG. 20